

Wichita Self Storage

Ground-Up Investment Opportunity

6540 E Rockhill Lane, Wichita, KS 67206

10%

Preferred Return

18.4%

IRR

2.30X

Equity Multiple

Target Investor Returns

*Open to Accredited Investors Only



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Hearthfire's Track Record

Hearthfire Holdings is a vertically integrated real estate firm specializing in self-storage acquisitions and development across high-barrier infill markets.



26 ASSETS



ACROSS 10 STATES



OVER 1.2M SF OWNED



Wichita Self Storage
Ground-Up Investment Opportunity

Founded by Sergio & Corinn Altomare

25%+

Avg. IRR Across 9 Exits

2012

Established

320

Investors

\$63M+

Equity Invested

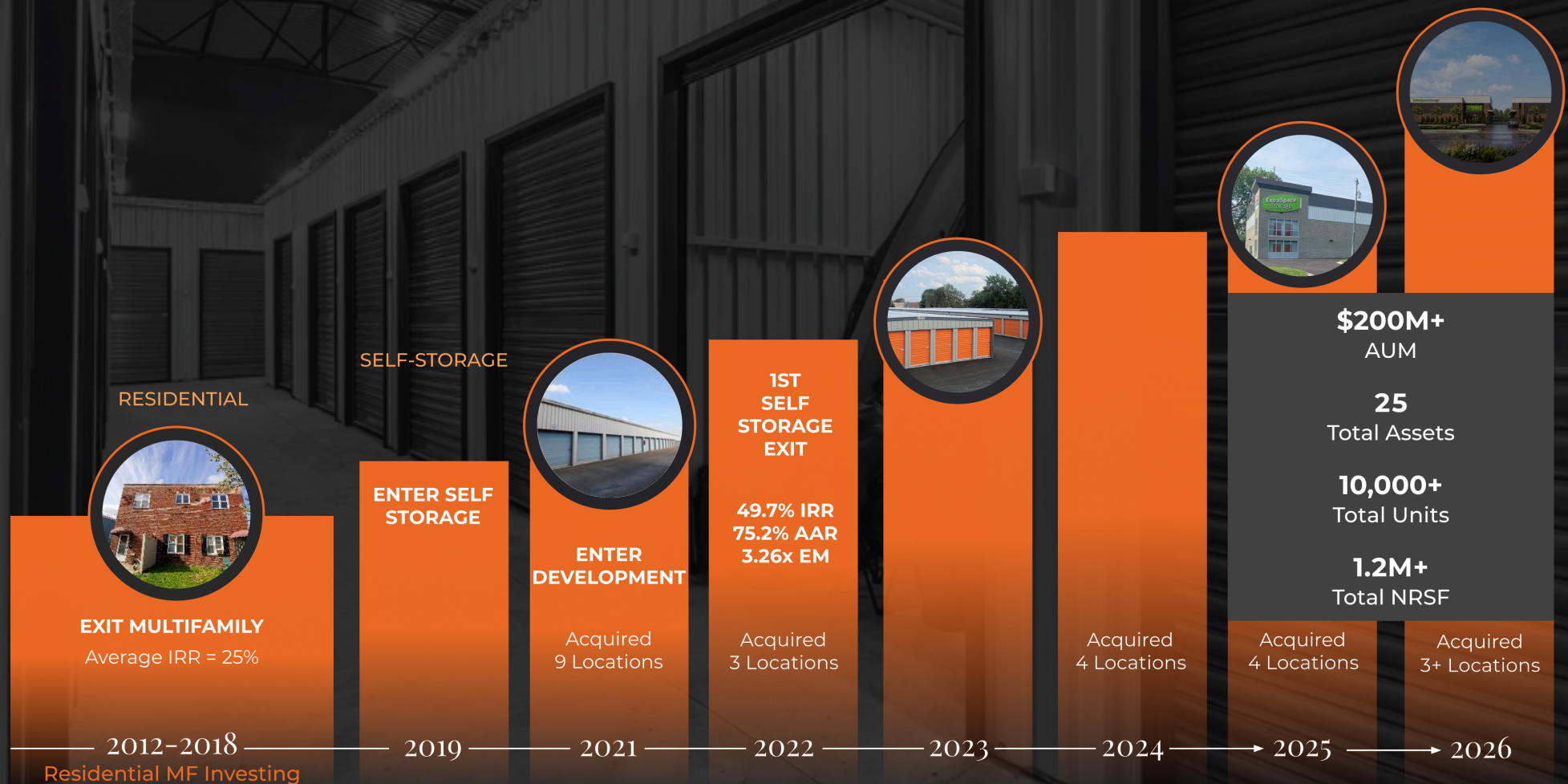
\$200M+

Total AUM



A History Of Strong, Methodical Growth

From a single multifamily triplex, to multiple self-storage acquisitions, to premium property development, our disciplined, risk-balanced growth methodology has led to years of consistent, predictable returns.



Investment Overview

- **Class A, 100% Climate-Controlled Facility:** Hearthfire is developing two 2-story buildings comprising 691 climate-controlled units across 70,475 NRSF on a 2.42-acre infill site in Wichita's N. Rockhill corridor. Total project cost is \$13.2M, targeting an 18.4% net LP IRR and a 2.3x equity multiple over a 5-year hold.
- **Midwest Attractive Cost Basis:** Wichita offers a hard cost basis well below Northeast and Sun Belt markets (sub-\$100/SF) with land acquired at just ~\$713,000/acre. The result: a Class A, fully climate-controlled facility delivered for a total project cost of \$13.2M, a basis that would be difficult to replicate in higher-cost coastal or Sun Belt markets.
- **Shovel-Ready, De-Risked Execution:** Final site plan and all municipal approvals are secured from the City of Wichita. Third-party reports are complete, and pre-development risk has been fully cleared, positioning the project for an efficient path to groundbreaking.
- **Proven Midwest Platform:** This marks Hearthfire's 14th asset under management in the Midwest and our 5th ground-up development in the region — backed by a repeat relationship with MLCO, our general contractor, now executing its 4th project with Hearthfire.
- **Strong Demographics & Demand Drivers:** The trade area supports ~74,000 residents, a median household income of \$88,514, and a 46% renter population — a strong demand base for self-storage. Stabilized climate-controlled rents in the trade area have averaged ~\$22/SF over the trailing 12 months, underscoring pricing strength in the market.
- **Significant Tax Benefits:** Investors are eligible for 100% bonus depreciation in 2028, the year the facility is slated for completion, one of the strongest tax advantages available in a ground-up development project.



\$13.2M
Project Cost

\$4.4M
LP Equity Available

5-Year
Hold Period

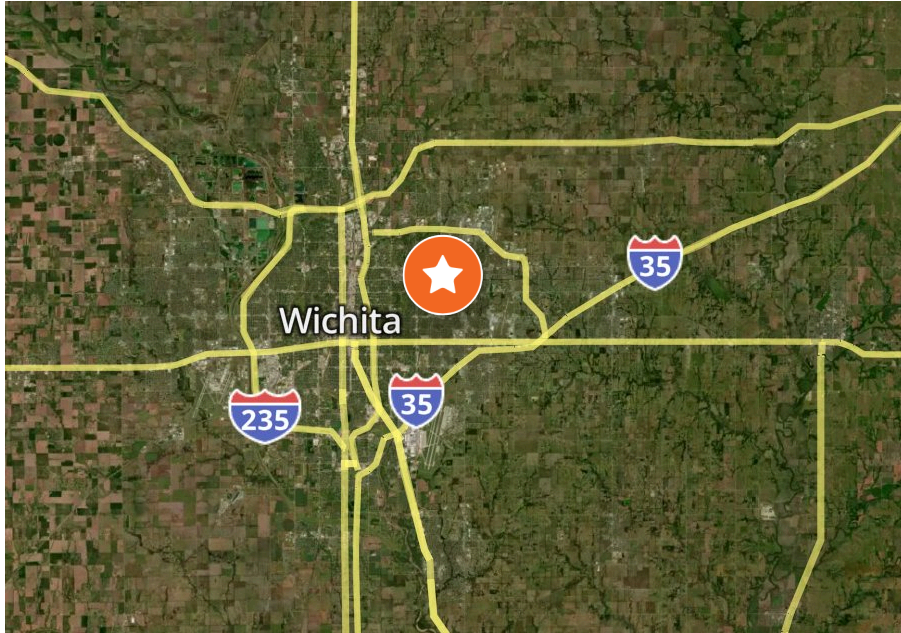
100%
2028 Depreciation

18.4%
Target LP IRR

2.3X
Equity Multiple

*Returns are investor-level (net to investors)

Property Overview



Wichita Self Storage
Ground-Up Investment Opportunity

2.42 Acres

TOTAL LAND AREA

70,475

TOTAL RENTABLE SF

Q4 2026

CONSTRUCTION START

Q1 2028

GRAND OPENING

92%

STABILIZED OCCUPANCY

Q3 2030

TARGET PHYSICAL STABILIZATION



Site Map



Project Rendering



Aerial Rendering



Demographics

	1 Mile	3 Mile	5 Mile
Population	10,110	73,522	171,995
Population Growth	0.12%	0.22%	0.20%
Median HH Income	\$63,335	\$88,514	\$90,409
Renter Occupancy	56%	46%	49%
Total NRSF	110,005	546,315	1,418,006
Total SF/Capita	10.88	7.43	8.24
New Supply in Pipeline (NRSF)	0	0	0
Climate Controlled NRSF	32,258	228,550	398,751
Climate Controlled SF/Capita	3.19	3.1	2.32
Non Climate Controlled NRSF	77,747	317,765	1,019,255
Non Climate Controlled SF/Capita	7.69	4.32	5.93



Best-In-Class Management

- 1 Largest Self-Storage Operator in the U.S.**
Extra Space manages ~4,000 facilities nationwide, giving them unmatched scale and resources.
- 2 Institutional Quality Revenue Management**
Extra Space Storage's revenue management system has driven same-store revenue growth outperforming industry averages for 10+ consecutive years.
- 3 Proven Track Record of Performance**
With decades of experience, Extra Space consistently drives industry-leading occupancy and rental growth.
- 4 Brand Recognition & Customer Trust**
Extra Space's national reputation and top-tier customer satisfaction ratings translate into stronger leasing velocity.
- 5 Establish Partnership with Hearthfire**
A preexisting relationship with Hearthfire ensures strategic alignment with our investment goals.



By working with **Extra Space Storage**, Hearthfire Holdings ensures this Wichita facility is professionally operated by the nation's leading storage platform, maximizing:



Occupancy



Revenue Growth



Investor Returns

Extra Space Storage has independently reviewed and underwritten this opportunity, and their underwriting aligns with Hearthfire's — reinforcing confidence in the numbers throughout this presentation.

Market Overview: Wichita

How Wichita Compares...

As Kansas's largest city, Wichita ranks #1 nationally for aerospace and defense manufacturing investment. The anchor is Boeing, which just recently built a two-billion-dollar facility, supporting 65,000+ jobs and \$24B+ in annual economic output — a durable demand driver behind the trade area's above-average household incomes.

N. Rockhill Corridor, Wichita

The N. Rockhill corridor combines convenience and affluence — anchored by Trader Joe's, Whole Foods, and Wesley Woodlawn Hospital, all within 1 mile, and supported by a \$88,514 median household income within 3 miles. This income profile underpins solid demand for a premium, climate-controlled storage product in the immediate trade area.



CC Storage SF per Capita

3.10 climate-controlled self storage per capita within the 3-mile trade area, indicating an under-supplied submarket for a Class A facility of this caliber.



No CC Competition Under Construction

Zero climate-controlled-only projects confirmed under construction in the primary trade area. The most recent 100% climate development was in 2020.



Pipeline / New Supply

No new self-storage supply was tracked in the 5-mile radius.



Population

Approximately 73,522 residents within 3 miles, with population growth of 0.22% annually.



Income

Median HH income of ~\$88,514 within 3 miles well above Wichita city median of \$64,620 supporting premium CC pricing.



Housing Supply

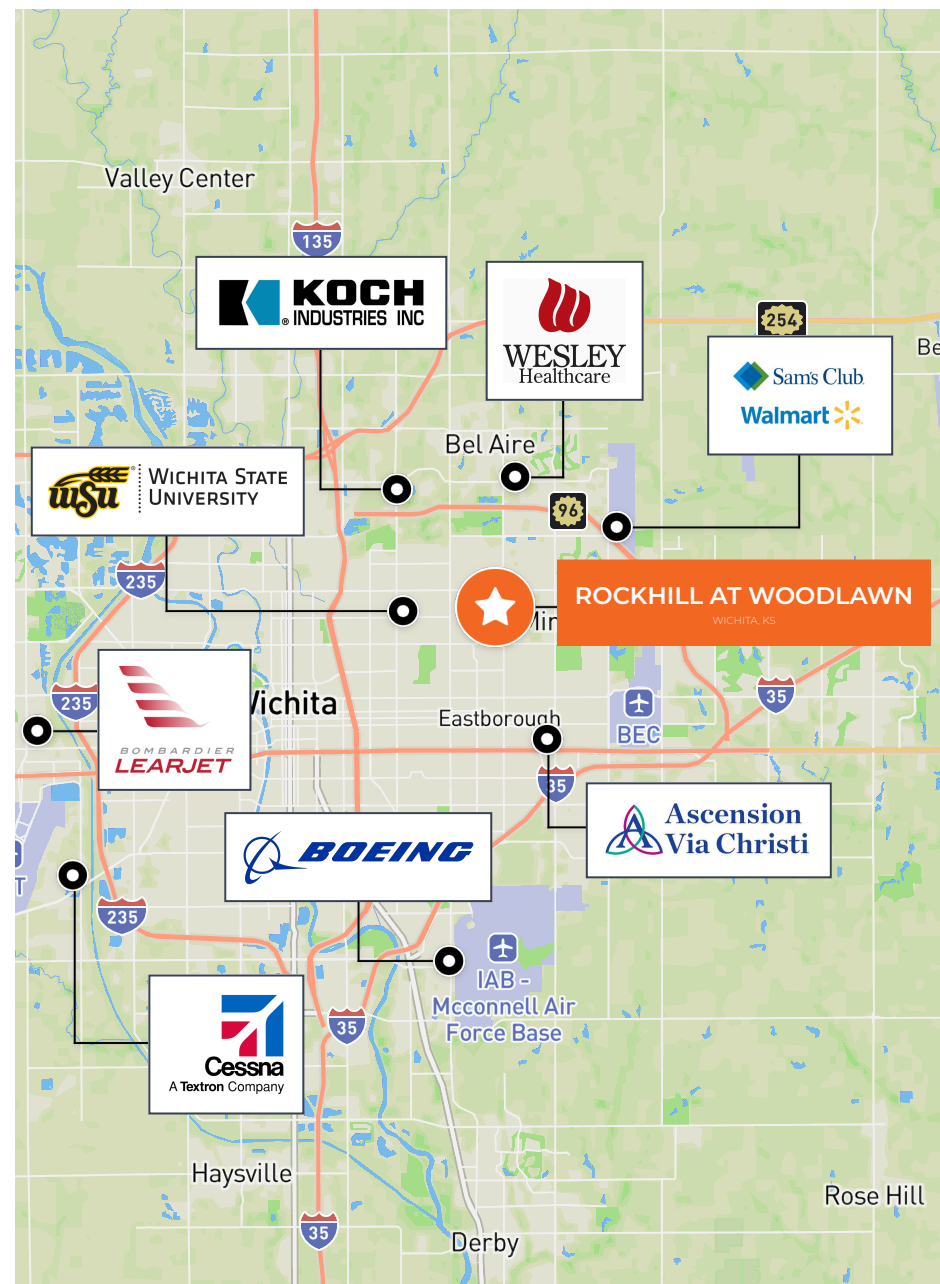
~46% renter occupancy within 3 miles above national norms with 15.1% county residential mobility, directly driving storage demand.

Major Employers

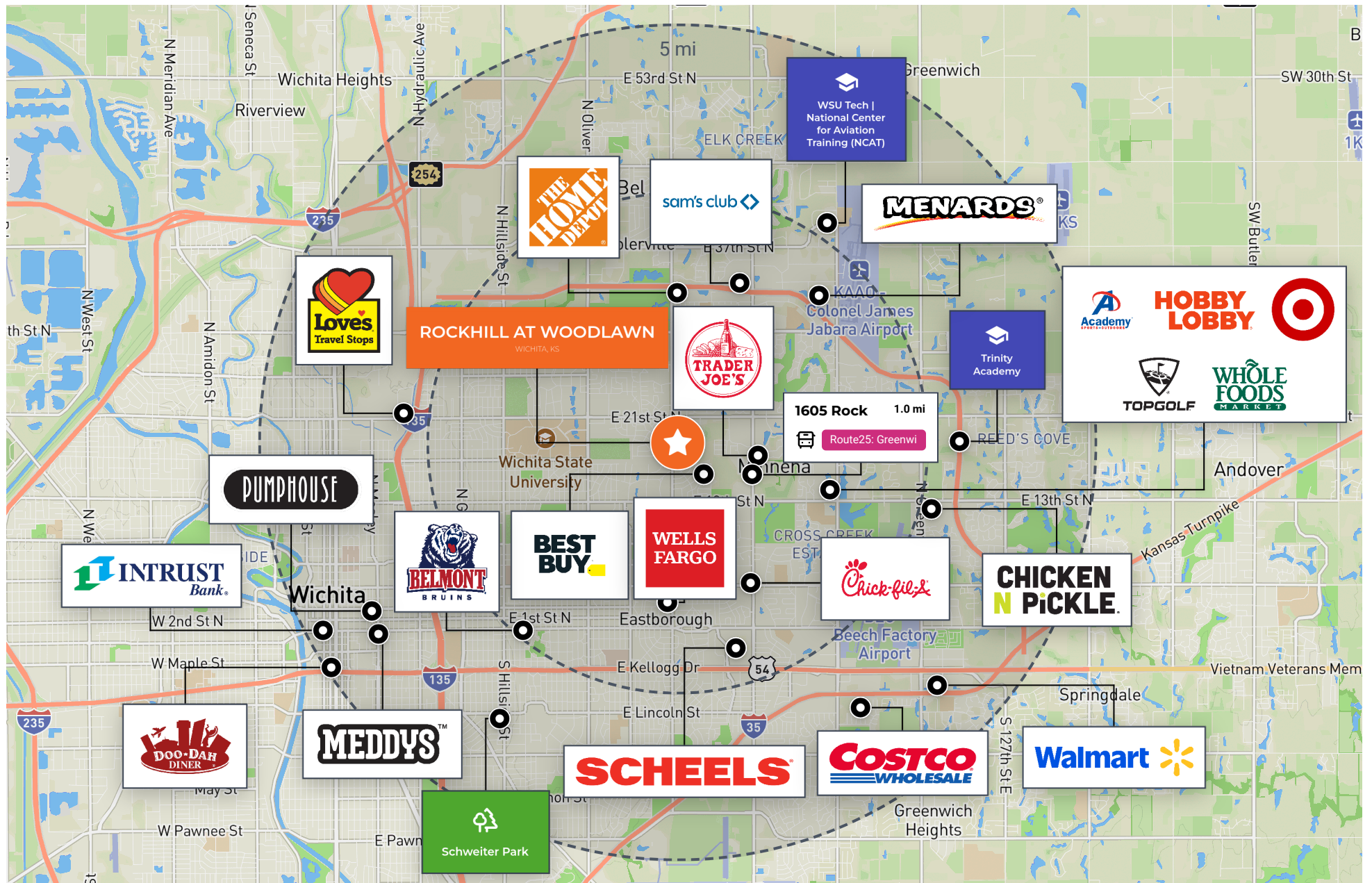
Wichita ranks #1 among 387 U.S. metros for aerospace and defense investment (Global Location Strategies, 2026), anchoring 65,000+ direct jobs and \$24B+ in annual economic output.

- **Aerospace & Defense:** Boeing, Textron Aviation, Bombardier, and Spirit AeroSystems form one of the most concentrated aerospace clusters in the world.
- **Research & Engineering:** WSU's NIAR is the largest university-based aviation R&D center in the U.S. Wichita ranks 3rd largest engineering hub nationally.
- **Healthcare & Services:** Wesley Woodlawn Hospital under 1 mile. Koch Industries HQ ~3.5 miles. Major retail anchors within 2 miles.

Employer	Industry	Employees	Distance
Boeing / Spirit AeroSystems	Aerospace & Defense	10,000	~5.0 mi
Textron Aviation (Cessna)	Aerospace & Defense	8,000	~4.5 mi
Koch Industries (HQ)	Diversified / Energy	3,000	~3.5 mi
Bombardier Learjet	Aerospace & Defense	3,500	~6.0 mi
Wichita State University	Education / Research	4,000	~3.0 mi
Wesley Woodlawn Hospital	Healthcare	1,500	~0.9 mi
Via Christi Hospital	Healthcare	2,000	~3.5 mi
Walmart / Sam's Club	Retail	500	~2.0 mi



Local Amenities



Rent Comparables



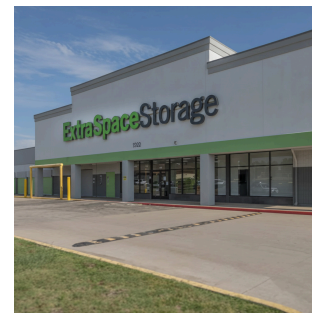
Rockhill at Woodlawn



Public Storage



U-Stor Self Storage



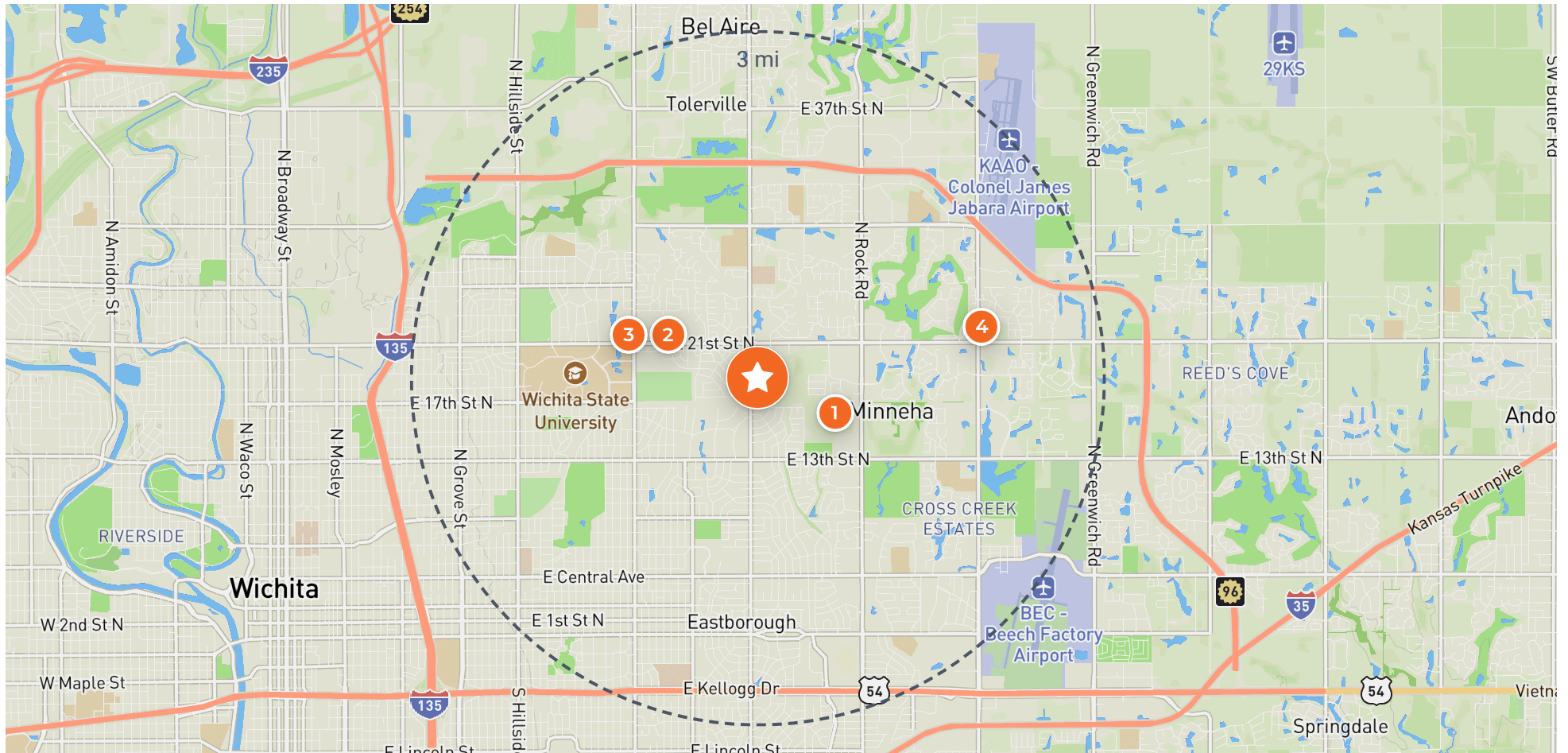
Extra Space Storage



Prime Storage

Address	6540 E Rockhill Lane Wichita, KS 67206	1701 N Rock Road Wichita, KS 67206	5240 E 21st Street Wichita, KS 67208	5010 E 21st Street Wichita, KS 67208	2288 N Webb Road Wichita, KS 67206
Year Built (Delivering)	2028	1984	1984	1977	2020
Distance (Miles)	-	0.79	0.84	0.98	2.03
Class	A	B	B	B	A
Occupancy	-	92%	88%	85%	85%
Climate 5x5 Rent	-	\$48	Sold Out	\$60	\$51
Climate 5x10 Rent	-	\$79	\$108	\$100	\$110
Climate 10x10 Rent	-	\$179	\$164	\$184	\$199
Climate 10x15 Rent	-	Sold Out	Sold Out	\$225	\$260
Climate 10x20 Rent	-	\$258	Sold Out	\$303	\$370
Price per SF (10x10)	-	\$21.48	\$19.68	\$22.08	\$23.88

Rent Comps Map



#	Property Name	Distance (Miles)	Class (A/B/C)	Climate 5x5 Rent	Climate 10x10 Rent	Climate 10x20 Rent	Price / SF (10x10)
*	Wichita Self Storage	-	A	-	-	-	-
1	Public Storage	0.79	B	\$48	\$179	\$258	\$21.48
2	U-Stor Self Storage	0.84	B	Sold Out	\$164	Sold Out	\$19.68
3	Extra Space Storage	0.98	B	\$60	\$184	\$303	\$22.08
4	Prime Storage	2.03	A	\$51	\$199	\$370	\$23.88

Business Plan

1 Entitlements & Construction

Site plan and development approvals are in place for a 70,475 NRSF self-storage facility consisting of two 2-story, climate-controlled buildings. The project is already positioned for seamless construction execution, with total project costs supported by the development budget.

2 Lease-Up with Extra Space

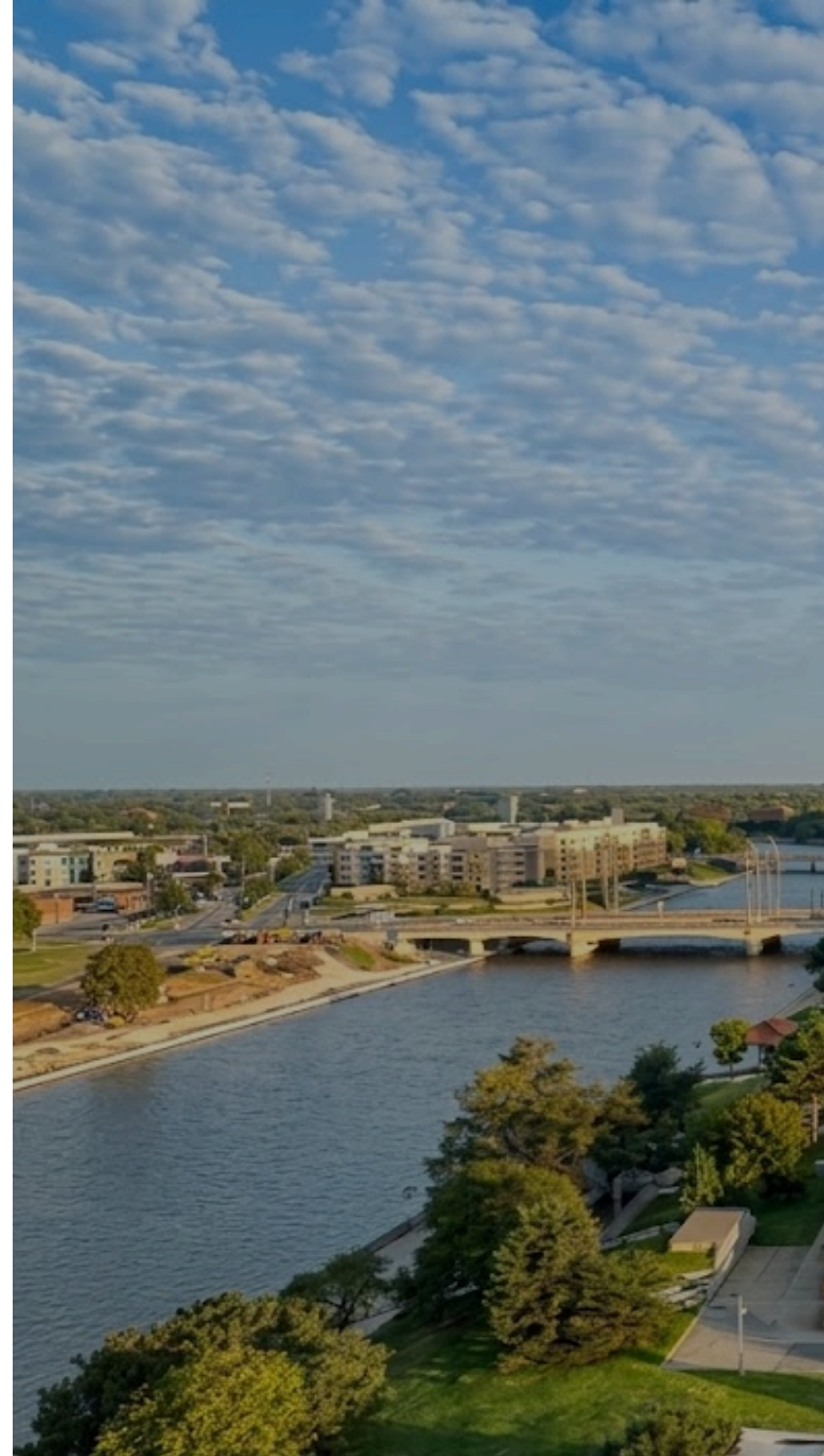
Extra Space will provide third-party management, operational support, and revenue optimization throughout the lease-up period. We project 92% stabilized occupancy by Year 4, supported by Wichita market fundamentals and limited competing new supply.

3 Optimize Revenue Through Rate Growth

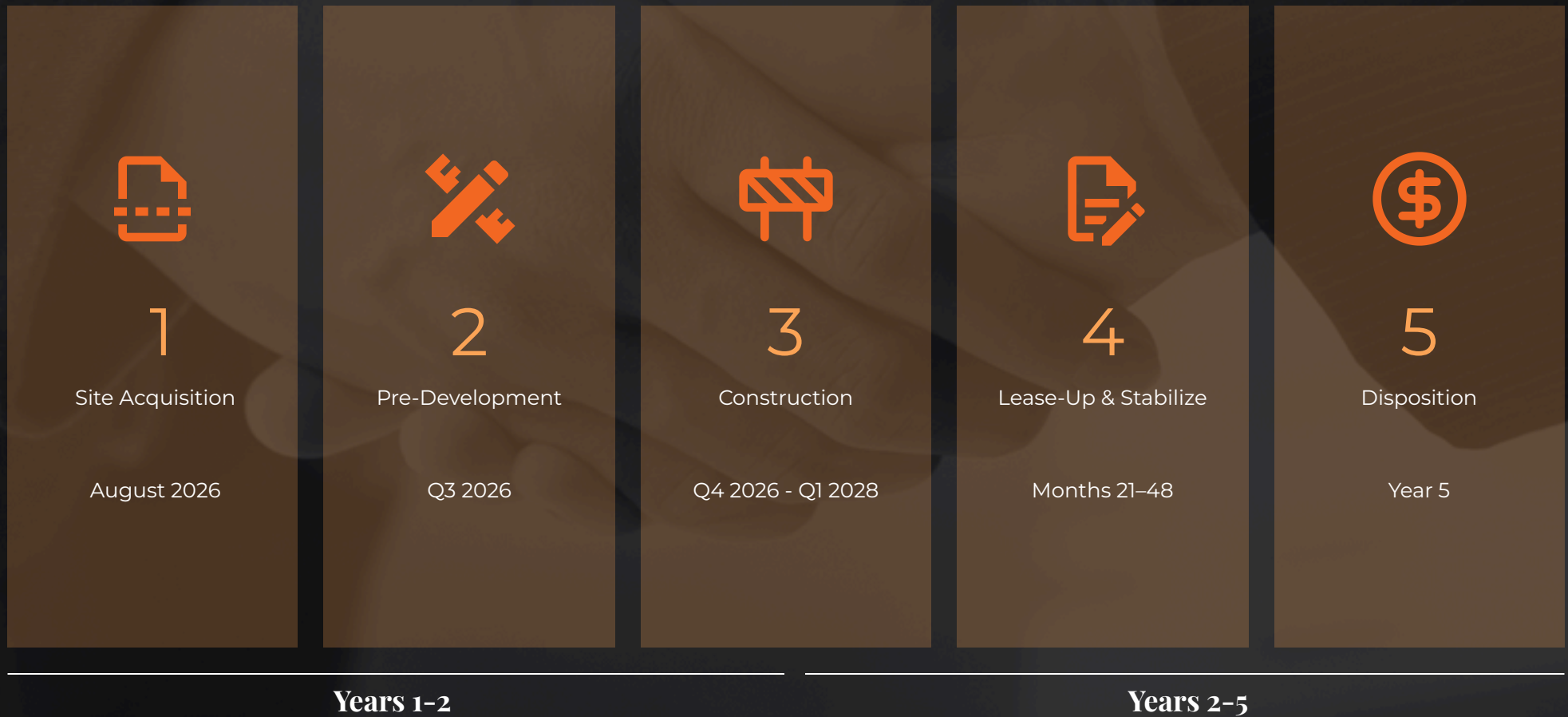
With strong professional management, effective marketing, market-based rental adjustments, and continued lease-up momentum, we expect revenue growth. Current market dynamics and existing supply support premium climate-controlled pricing within the surrounding trade area.

4 Stabilization & Investor Exit Strategy

The business plan targets stabilization through disciplined lease-up and operational execution, creating the opportunity for a future disposition or refinance upon achieving stabilized cash flow.



Project Timeline



Sources & Uses

	% of Sources	Amount
Sources		
Senior Debt	65%	\$8,522,250
Hearthfire Equity	2%	\$232,441
LP Equity	33%	\$4,416,371
Total Sources	100%	\$13,171,062

	% of Uses	Amount
Uses		
Land Price	13%	\$1,725,000
Acquisition Costs	1%	\$162,000
Development Hard Costs	70%	\$9,319,343
Development Soft Costs	3%	\$343,875
Financing Costs	0.3%	\$42,603
Interest Reserves	6%	\$839,204
Operating Reserves	1%	\$141,267
Debt Origination Fee	1%	\$85,223
Development Fee	4%	\$512,564
Total Uses	100%	\$13,171,062



Attractive Fixed-Rate Financing

6.88% fixed rate, five-year financing with three years of interest-only payments, designed to provide the project much-needed stability during the construction period and lease-up phase.



Conservative Leverage

Senior debt leverage of 65% LTC is well below our maximum of 75%, preserving debt service coverage ratios through the life of the loan.

Equity Breakdown

Equity Breakdown	
Total Equity Required	\$4,648,812
Hearthfire Co-Investment	\$232,441
LP Equity Available	\$4,416,371



Individual Investment

Individual Name, LLC, Trust, Retirement Account



Self-Directed IRA Eligible

Self-Direct Your Traditional IRA, Roth IRA, or Rollover IRA

Minimum Investment	\$50,000
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Five-Year Proforma

	Year 1	Year 2	Year 3	Year 4	Year 5
Year End NRSF	0	70,475	70,475	70,475	70,475
Year End Occupancy	0.00%	32.40%	75.60%	92.00%	92.00%
Gross Potential Income	0	1,204,446	1,654,105	1,714,007	1,773,997
Gross Rental Income	0	219,338	953,787	1,609,230	1,732,999
Discounts	0	(55,674)	(120,680)	(85,400)	(51,990)
Write Offs	0	(3,948)	(17,168)	(28,966)	(31,194)
Net Rental Income	0	159,716	815,939	1,494,864	1,649,815
Late Fees	0	6,580	28,614	48,277	51,990
Merchandise Income	0	5,613	11,601	11,851	10,025
Admin/Other Fees	0	8,798	18,184	18,573	15,707
Total Other Income	0	20,991	58,399	78,700	77,722
Total Revenue	0	180,706	874,338	1,573,565	1,727,537
Expenses					
Payroll	0	63,750	86,594	88,759	90,978
Taxes	0	39,375	142,691	175,994	180,394
Insurance	0	16,500	22,413	22,973	23,547
Utilities	0	31,500	42,788	43,857	44,954
Marketing	0	39,230	48,535	42,915	42,237
Merchant Service Fees	0	2,711	13,115	23,603	25,913
Repairs & Maintenance	0	26,025	35,351	36,234	37,140
Office	0	11,250	13,125	12,734	13,053
Other Business Expenses	0	7,582	8,506	7,457	6,933
Management Fees	0	18,000	43,717	78,678	86,377
Total Expenses	0	255,922	456,833	533,204	551,525
Expense Ratio	0%	141.62%	52.25%	33.89%	31.93%
Net Operating Income	0	(75,216)	417,505	1,040,360	1,176,012
Asset Man. Fees	0	(2,711)	(13,115)	(23,603)	(25,913)
Capital Expenditures	0	(6,343)	(8,457)	(8,457)	(8,457)
Operating Cash Flow	0	(84,269)	395,933	1,008,300	1,141,642
Debt Service					
Interest	(124,345)	(528,679)	(583,362)	(582,979)	(571,592)
Principal	0	0	0	(161,325)	(169,438)
Reserves	124,345	612,948	200,053	0	0
Net Cash Flow	0	0	12,624	263,996	400,611
DSCR	1.00	1.02	1.06	1.40	1.59
Debt Yield	0.00%	-0.88%	4.90%	12.21%	13.80%

Projected Returns

Overall Property Returns & Metrics

	Total Equity	Total Return	Equity Multiple	IRR	AAR
LP Returns (Net)	\$4,416,317	\$10,153,134	2.30x	18.39%	26.09%
Project Level Return	\$4,648,812	\$11,575,263	2.49x	20.24%	29.80%

	Year 1	Year 2	Year 3	Year 4	Year 5
Cash on Cash Return	0%	0%	0.3%	5.7%	8.6%
Yield on Cost	0%	0%	3.2%	7.9%	8.9%

Hold Period	5 Years
Exit Cap Rate	6.00%
Valuation at Sale	\$19,600,200
Exit Price/SF	\$278/SF

Waterfall Structure

LP Investors	
Preferred Return	10.00%
Share up to Hurdle Rate	75.00%
Hurdle Rate	18.00%
Share above Hurdle Rate	60.00%

*JV partnership structures and share terms are available upon request.

Projected LP Returns (5-Year Hold)

18.4%

IRR

2.3x

Equity Multiple

Total Limited Partner
Equity Available:
\$4.4M

Superior Tax Benefits

Investing in the Wichita project delivers substantial tax benefits starting in 2028, the year the facility is slated for completion. Investors are eligible for **100% bonus depreciation** that year under the current tax law. Our structure is designed to maximize these advantages for our Limited Partners from day one of operations.

Key Advantages:



Full Pass Through

All depreciation benefits are passed through to Limited Partners (LPs).



Cost Segregation Study

Allows LPs to accelerate deductions and increase first-year tax savings, while offering savings throughout the hold.



Bonus Depreciation

Based on the cost segregation analysis done by Tax Point Advisors, LPs can conservatively expect to receive 100% bonus depreciation in the facility's first year of operation, projected for 2028.



Eligible for 1031 Exchange

Upon sale, this deal will be 1031 eligible for LPs to defer capital gains and reinvest proceeds into future Hearthfire opportunities.

100% Bonus Depreciation



~\$4.6M Year 1 (2028) Depreciation
(~100% of LP Equity Invested)

Risks & Mitigation



LEASE-UP RISK

Market Absorption: Ground-up storage development requires successful and timely lease-up to achieve projected occupancy and revenue targets.

Strategy: Strong market fundamentals, significant barriers to entry, and competitive pricing support lease-up. Extra Space Storage will run a disciplined leasing strategy from day one to drive customer acquisition and occupancy growth.



MARKET RISK

Supply & Competition: Increased self-storage supply or competitive pressure could impact rental rates and absorption pace.

Strategy: Zero climate-controlled self-storage development is confirmed under construction in the 3-mile trade area. Even after this project's 70,475 NRSF comes online, the trade area would reach approximately 8.4 SF of storage per capita, confirming the market can absorb this supply without becoming overbuilt. Favorable Wichita demographics further support long-term demand and NOI growth.



OPERATIONAL RISK

Property Management: Effective operations are critical to maintaining occupancy, controlling expenses, and maximizing revenue performance.

Strategy: Experienced third-party management through Extra Space, supported by established operating procedures, revenue management systems, and proactive customer service — backed by a dedicated operating reserve sized to cover projected cash flow needs through stabilization.

Seamless Investor Experience

At Hearthfire, we make investing seamless. Investing with us doesn't start and end at your signature. From investor onboarding through quarterly project updates, we've built a user-friendly, best-in-class investor experience.

Effortless Onboarding

Subscribe, sign, and fund your investment in minutes through our secure investor portal, powered by Agora.

Fast, Secure Funding

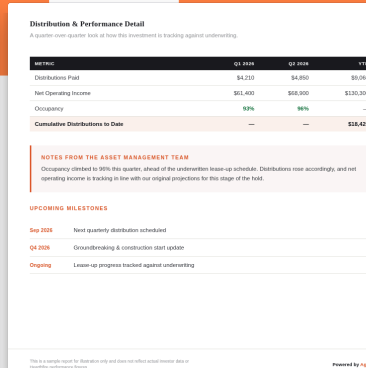
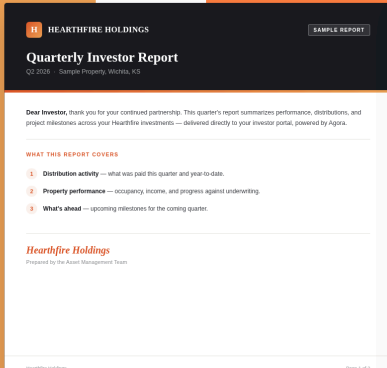
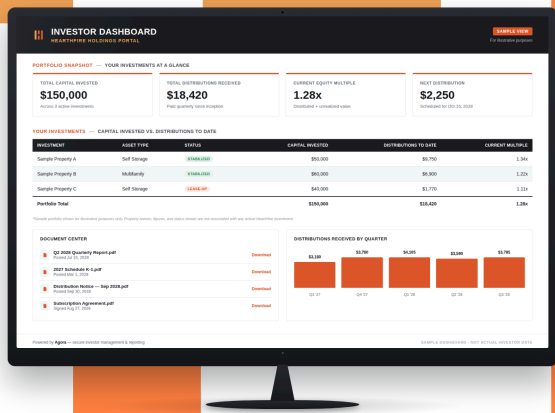
Fund your investment and receive distributions through a direct, secure connection to your bank account. No wires, no paper checks, no delays.

White-Glove Support

Detailed quarterly reports covering distributions, project milestones, and financial performance, delivered directly to your portal.

Quarterly Investor Updates

Detailed quarterly reports covering distributions, project milestones, and financial performance, delivered directly to your portal.



At Hearthfire, we deliver institutional-grade investment opportunities to everyday investors and investment groups alike.

Partner with us and invest in a compelling, five-year ground-up development opportunity in Wichita, KS — facility will be managed by the #1 operator in the U.S., and shielded by significant barriers to entry. Targeting 18.4%+ LP IRR, a 2.3x equity multiple, with 100% Year 1 depreciation for qualified investors.

Jordan Canino

Senior Director, Investor Relations

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SCAN QR CODE FOR MORE INFO



HEARTHFIRE
HOLDINGS